



## Dale Pollak

*vAuto Founder and Chairman of the Board*

Drawing from 13 years of experience as a dealer principal and more than a decade as a successful high-technology executive, serving the automotive retail industry, Dale Pollak is a highly sought-after authority on maximizing profits from used vehicle operations.

Pollak provides profound insight into the everyday challenges faced by today's principals and managers. Recognized as a speaker who educates, challenges and motivates his audience; he has presented innovative management disciplines at every major automotive industry event and has worked extensively with Dealer 20 Groups, Dealer Associations and large dealer enterprises across the country.

In addition to his regular contributions to auto industry publications like *Dealer Magazine*, Pollak is a published author of *Velocity: From the Front Line to the Bottom Line*. The book is entitled *Velocity: From the Front Line to the Bottom Line* and is a guide for the used car department that compiles Pollak's more than 20 years of observations, best practices and strategies. Pollak also posts regularly on his blog at [www.dalepollak.com](http://www.dalepollak.com).

Pollak received his B.S. in Business Administration from Indiana University and is a graduate of the General Motors Institute of Automotive Development. Pollak also earned a law degree from DePaul University's College of Law, and is a four-time winner of the American Jurisprudence Award for top performance in his class.

